I. Course Overview

This course focuses on the between urban design and real estate development – as well as with other disciplines such as architecture, landscape architecture and urban planning. It particularly focuses on creating disciplinary bridges to enable more effective collaboration. To address this issue, the core of the course will focus on the ULI-Hines Urban Design Student competition.

Urban Design practice is – directly or indirectly, consciously or unconsciously – influenced by political, socioeconomic, cultural and historical forces. From the obvious ones, such as taste, the financial and job market, guild values and standards, to the less obvious ones like urban laws and regulations, academic trends and theories, political processes, community engagement, lifestyles, perceptions of safety and maintenance needs, urban design dialogues, negotiates – in the best of the cases – and often struggles with these factors. Academic, professional and government institutions tend to compartmentalize and separate these processes in different disciplines. The resultant confusion is not only due to disciplinary language barriers but also to the fact that these
languages are the result of different – and often conflicting – values. Urban aesthetics, tastes and lifestyles are often dictated, influenced or coopted by class values and are market-responsive.

Contradictions and dilemmas are common when urban design addresses community engagement and real estate issues. Urban development may improve services and infrastructure for the city at large but may also produce displacement and replacement and replacement of vulnerable populations. Raising rents may increase tax revenue but produces gentrification – as consequent displacement. Relaxed land use regulations may propitiate diversity of activities and structures in the city but may also conflict with historic preservation approaches. Making decision-making processes more time “efficient” by passing projects and urban policies without community engagement and debate often undermines civic participation. These are just some examples of how different factors influence urban design practice and ultimately shape the city.

Therefore, the challenges of urban design lie not only in the inderdisciplinarity but also in the positionality of the practice – and the practitioners – in respect to these urban processes and stakeholders. In that sense, there are three scenarios presented: (1) urban design struggles with other disciplines’ practitioners, institutions and stakeholders. In this case the practice seeks to position itself on top – and at the end – of the city-making process in order to impose its agenda. History suggests this approach has proved to be unsuccessful in terms of quality of life when not futile in achieving its agenda. (2) urban design incorporates other disciplines’ approaches and urban processes in order to synthesizes them. This approach centers on interdiscipline dialogue but still positions urban design as the dominant practice that gives cohesion to urban processes. (3) urban design recognizes itself – as well as other disciplines – as an equally important tool and factor for urban process and development. In this case urban design practice aligns horizontal positionality with inderdisciplinarity in the city-making process.

This opens a series of questions that are key to understand the challenges of urban design practice when addressing and engaging with other disciplines, institutions and social organizations. How can urban design/planning effectively collaborate with other practitioners throughout common projects rather than just consult them in certain stages? What is the role of competition vis-à-vis collaboration in interdisciplinary urban practice? What are the challenges of interdisciplinary communication and how can we make the best of differences and conflict when collaborating with other practitioners? What are the challenges of horizontal decision-making processes and organization?

The objective of this course are: (1) to train students to learn how effectively collaborate in urban design/real estate projects in interdisciplinary teams, (2) to understand the opportunities, constraints and challenges that real estate and urban design pose to each other as disciplines, and (3) to become “literate” in different disciplinary languages (e.g. real estate, urban design, planning, etc.).

The structure of the sessions consist of (1) a brief presentation and discussions of topics related to the relationship between urban design and real estate, interdisciplinary design/planning collaborations and graphic representation in general, and of the ULI Hines Competition challenge in particular, and (2) an overview of the challenges encountered by
the teams in the previous day. The readings are not compulsory but rather complementary, as the main load of work is the studio taking place in each team’s workplace. Additionally – and if requested –, (3) there will be daily reviews of the teams project in their workplace or in office hours.

III. Readings

The suggested textbooks for this class are:

American Institute of Architects (1988), The Handbook of Architectural Design Competitions [pdf version available online]

Other readings are either available online or will be available as PDFs on line or on Blackboard

IV. Academic Integrity

Students are encouraged to discuss information and concepts covered in class and in the readings with other students. Students can give or receive "consulting" help to or from each other. However, should copying occur, both the student who copied work from another student and the student who gave material to be copied will receive a zero for the assignment. Penalty for violation of this Code can also be extended to include failure of the course and University disciplinary action. Each student in this course is expected to abide by the Cornell University Code of Academic Integrity. Any work submitted by a student in this course for academic credit will be the student's own work.

V. Accommodations for Students with Disabilities

In compliance with the Cornell University policy and equal access laws, I am available to discuss appropriate academic accommodations that may be required for student with disabilities. Requests for academic accommodations are to be made during the first three weeks of the semester, except for unusual circumstances, so arrangements can be made. Students are encouraged to register with Student Disability Services to verify their eligibility for appropriate accommodations.
VI. Participation and Grading

This is a pass-fail 1-credit course unless it is requested otherwise. The requirements to pass the course are (1) to attend to all of the sessions listed in this syllabus, (2) to keep a journal of the decision-making and design progress of the team and (3) to meet the submission deadline of the competition.

VII. Course Calendar

DAY 0/ JAN 09 – INTRODUCTION TO THE COURSE

1. Introduction to the course
2. Urban Design Charrettes and Competitions
3. Urban Design/ Real estate teamwork strategies

Readings:

Lennertz and Lutzenhiser:

• Urban Land Institute (2003-2015), Urban Land (magazine), Washington, D. C. (explore past and current issues)

PART 1 – SITE AND CASE INTERPRETATION

DAY 1/ JAN 12 – ULI-Hines Competition Kickoff Session

1. A brief introduction to the ULI-Hines Competition
2. Overview of logistics and resources
3. The Financial Analysis Process (with Brad Olson)
4. The Physical Planning/Design Process
5. Brief analysis of the Competition case
6. Comments and questions
7. Daily Review

Readings:

Steiner and Butler:
• “Building Types” pp. 119-142 (Residential types, office buildings, etc).
• “Economic and Real Estate Development” pp. 401-414 (capital improvement programs, tax increment financing, financing methods and techniques, financial planning and analysis, the pro forma)


1. Urban design and Real Estate Development
2. The market and the public interest
3. Community building, place-making and healthy urban life
4. Disciplinary translations
5. Daily Review

**Readings:**

Tiesdell and Adams:

**DAY 3/ JAN 14 – Urban Design/Real Estate Competitions**

1. The role of competition in urban design and real estate development
2. Interdisciplinary collaboration strategies: Charrettes, Mind Maps and Maieutics

**Readings:**

Tiesdell and Adams:
• Tolson, S. “Competitions as a component of Design-Led Development (Place) Procurement” pp. 159-181.

Lennertz and Lutzenhiser:
• “Introduction to Charrette and Dynamic Planning” pp. 1-12
• “Charrette Case Studies” pp. 135-162.

**DAY 4/ JAN 15 – Urban Systems and Fabrics**

1. Urban assemblages: urban acupuncture, new urbanism and urban life in public spaces
2. Urban cohesion and social interaction
3. Urban subjectivities: clients, users and citizens profiles
4. Opportunities and constraints
5. Daily Review
Readings:

• Project for Public Spaces (2000), *How to turn the place around*, PPS, New York, NY.

• Congress for the New Urbanism “Charter of the New Urbanism” (Online resource: cnu.org)

**DAY 5/ JAN 16 – Urban Design-Real Estate representation strategies (Part I)**

1. From the financial analysis to the graphic representation
2. Representing spaces and places
3. Sequential Diagrams
4. Daily Review

**DAY 8/ JAN 19 – Urban Design-Real Estate representation strategies (Part II)**

1. Perspectives, plans and sections
2. Pro formas, tables and diagrams
3. Poster composition
4. Daily Review

**DAY 9/ JAN 20 – No session**
1. Daily Review if requested

**DAY 10/ JAN 21 – No session**
1. Daily Review if requested

**DAY 11/ JAN 22 – Interdisciplinary Final Review**

**DAY 12/ JAN 23 – Final Session**

1. Review of Checklist
2. Planning final printings
3. Questions and comments

**DAY 14/ JAN 26 – Competition Submission Deadline**